

ORDER



Orders
Order / Rev: 722400
Alt Order #:
Product Desc: 10/25-11/6
Estimate:
Flight Dates: 10/25/12 - 11/06/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: Core

KSDK

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Victory Enterprises/ POL
Buying Contact:
Billing Contact:
 5200 SW 30th St.
 Davenport, IA 52802

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Schoeller,S/ R/ Sec of State
Demographic: A25-54
Product Codes: PL-State/Local Misc
Priority: P-2
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	35	\$35,045.00	\$29,788.25
10/29/12	11/04/12	81	\$86,050.00	\$73,142.50
11/05/12	11/11/12	23	\$22,310.00	\$18,963.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$35,045.00	\$29,788.25	0.00
November 2012	104	\$108,360.00	\$92,106.00	0.00
Totals	139	\$143,405.00	\$121,894.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/25/12	10/26/12	M-F 5-6A 5-6a	CM	5-6A	--- 11--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--- 11--		2				\$300.00		0.00			
2	KSDK	10/25/12	10/26/12	M-F 6-7A 6-7a	CM	6-7A	--- 11--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--- 11--		2				\$900.00		0.00			
3	KSDK	10/25/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--- 22--	:30	4	\$825.00	P-2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--- 22--		4				\$825.00		0.00			
4	KSDK	10/25/12	10/26/12	M-F 10-11A News at 10am	CM	10-11A	--- 11--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--- 11--		2				\$250.00		0.00			
5	KSDK	10/25/12	10/26/12	M-F Noon News Noon News	CM	12-1230p	--- 12--	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--- 12--		3				\$525.00		0.00			
6	KSDK	10/25/12	10/26/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	--- 11--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 722400
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 Flight Dates: 10/25/12 - 11/06/12

Advertiser: Schoeller,S/ R/ Sec of State
 Product Desc: 10/25-11/6
 Estimate:
KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	10/25/12	10/26/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	---11--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$300.00		0.00			
7	KSDK	10/25/12	10/26/12	M-F 3-4p Ellen	CM	3-4p	---11--	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$560.00		0.00			
8	KSDK	10/25/12	10/26/12	M-F 4P News News 5 at Four	CM	4-430P	---11--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$750.00		0.00			
9	KSDK	10/25/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5p	---11--	:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$825.00		0.00			
10	KSDK	10/25/12	10/26/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---11--	:30	2	\$1,875.00	P-2	0.00	NM	2	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$1,875.00		0.00			
11	KSDK	10/25/12	10/26/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---11--	:30	2	\$2,025.00	P-2	0.00	NM	2	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$2,025.00		0.00			
12	KSDK	10/25/12	10/26/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---11--	:30	2	\$1,950.00	P-2	0.00	NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$1,950.00		0.00			
13	KSDK	10/25/12	10/26/12	LN (M-F) LN (M-F)	CM	10-1035p	---11--	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$2,250.00		0.00			
14	KSDK	10/27/12	10/27/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$2,250.00		0.00			
15	KSDK	10/27/12	10/27/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$375.00		0.00			
16	KSDK	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$500.00		0.00			
17	KSDK	10/27/12	10/27/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$975.00	P-2	0.00	NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$975.00		0.00			
18	KSDK	10/27/12	10/27/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$1,050.00		0.00			
19	KSDK	10/28/12	10/28/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$1,050.00		0.00			
20	KSDK	10/29/12	11/02/12	M-F 5-6A 5-6a	CM	5-6A	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KSDK	10/29/12	11/02/12	M-F 5-6A 5-6a	CM	5-6A	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$450.00		0.00			
21	KSDK	10/29/12	11/02/12	M-F 6-7A 6-7a	CM	6-7A	11111--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$900.00		0.00			
22	KSDK	10/29/12	11/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	22222--	:30	10	\$825.00	P-2	0.00	NM	10	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	22222--		10				\$825.00		0.00			
23	KSDK	10/29/12	11/02/12	M-F 10-11A News at 10am	CM	10-11A	11111--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$375.00		0.00			
24	KSDK	10/29/12	11/02/12	M-F Noon News Noon News	CM	12-1230p	11111--	:30	5	\$525.00	P-2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$525.00		0.00			
25	KSDK	10/29/12	11/02/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$450.00		0.00			
26	KSDK	10/29/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	11111--	:30	5	\$560.00	P-2	0.00	NM	5	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$560.00		0.00			
27	KSDK	10/29/12	11/02/12	M-F 4P News News 5 at Four	CM	4-430P	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$750.00		0.00			
28	KSDK	10/29/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5p	11111--	:30	5	\$825.00	P-2	0.00	NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$825.00		0.00			
29	KSDK	10/29/12	11/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	11111--	:30	5	\$1,875.00	P-2	0.00	NM	5	\$9,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$1,875.00		0.00			
30	KSDK	10/29/12	11/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	11211--	:30	6	\$2,025.00	P-2	0.00	NM	6	\$12,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11211--		6				\$2,025.00		0.00			
31	KSDK	10/29/12	11/02/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	11111--	:30	5	\$1,950.00	P-2	0.00	NM	5	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$1,950.00		0.00			
32	KSDK	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	10-1035p	11111--	:30	5	\$2,250.00	P-2	0.00	NM	5	\$11,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$2,250.00		0.00			
33	KSDK	11/03/12	11/03/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,250.00		0.00			
34	KSDK	10/29/12	11/04/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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34	KSDK	10/29/12	11/04/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$375.00		0.00			
35	KSDK	10/29/12	11/04/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$750.00		0.00			
36	KSDK	10/29/12	11/04/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	2	\$975.00	P-2	0.00	NM	2	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$975.00		0.00			
37	KSDK	10/29/12	11/04/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,050.00		0.00			
38	KSDK	10/29/12	11/04/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	2	\$1,050.00	P-2	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$1,050.00		0.00			
39	KSDK	11/05/12	11/06/12	M-F 5-6A 5-6a	CM	5-6A	22-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	22-----					4	\$450.00		0.00			
40	KSDK	11/05/12	11/06/12	M-F 6-7A 6-7a	CM	6-7A	22-----	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	22-----					4	\$900.00		0.00			
41	KSDK	11/05/12	11/06/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	22-----	:30	4	\$825.00	P-2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	22-----					4	\$825.00		0.00			
42	KSDK	11/05/12	11/05/12	M-F 10-11A News at 10am	CM	10-11A	1-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$375.00		0.00			
43	KSDK	11/05/12	11/05/12	M-F Noon News Noon News	CM	12-1230p	1-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$525.00		0.00			
44	KSDK	11/05/12	11/05/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$450.00		0.00			
45	KSDK	11/05/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	1-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$560.00		0.00			
46	KSDK	11/05/12	11/05/12	M-F 4P News News 5 at Four	CM	4-430P	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$750.00		0.00			
47	KSDK	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5p	1-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$825.00		0.00			
48	KSDK	11/05/12	11/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	1-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

